



In My Back Yard

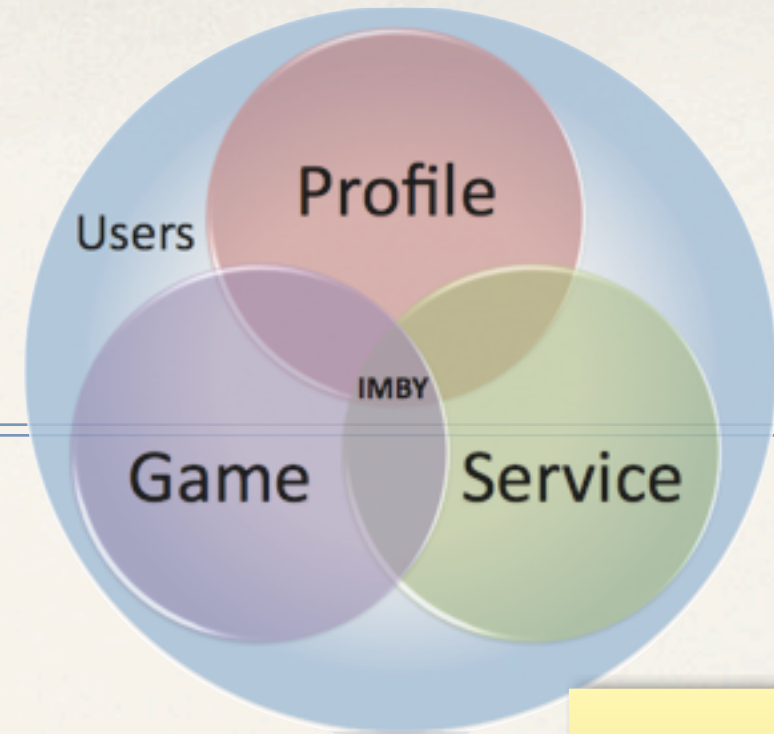
Welcome to a **FUN** Life

29 July 2010

Value Proposition

- ❖ We provide an enjoyable way of increasing knowledge and actions for the Climate.
- ❖ We help Companies to provide more Climate friendly products.

What is IMBY



market studies

- ❖ It's a way to play and build a Climate friendly Life : The Game
- ❖ It's a way to be part of a Climate friendly community : The Profile
- ❖ It's a way to get the Climate responsible products we want : The Service

IMBY TEAM












- ❖ Nicolein : vision & climate expertise
- ❖ Richard : game design & sustainability
- ❖ Katharina : marketing & finance
- ❖ Tom : water & communication
- ❖ Miguel : software & finance
- ❖ Skills we outsource : programming & game engineering

European multidisciplinary & fun Team



Market potential & Customers

- * We aim a mass target as we want an influence on Climate
- * We aim first people using smartphones & Facebook as it's easy to access them : among the 200 M users of Iphone / Ipod / Ipad we have 67 % of students, young workers & young parents. Most of them use Facebook.
- * Targetted professionnals : IMBY offers a platform for advertisement related to improving your lifestyle. Bringing customers and companies together. The data generated by the game and the profile can be of high interest for governmental agencies, research companies
- * Core companies of the KIC : By taking part in the KIC these companies address the intention to change and act more sustainable. These companies can act as the first target group to implement the IMBY app.

Type of Competitor	Examples	Analysis	IMBY Unique Selling Point
Climate Change Games	Keep Cool, Winds of Change, Climate-Poker, CEO2 - Climate Business Game, LogiCity, Climate Challenge, Stabilization Wedge Game, The Climate Change Game	<ul style="list-style-type: none"> • only few games focus on personal life-style (e.g. logicity) • no game is connected to real life • no game is connected to facebook, twitter, etc. profile 	We will offer a climate change game that is connected to real life action, social network profiles and will provide a fun way of getting involved in a more climate friendly lifestyle.
Carbon Footprint Measurements	  	CarbonDiet utilizes comparison with friends, has a facebook page (142 members) and has an Iphone app -> further analysis CarbonAccount so far 2376 users	We offer simple and attractive ways to get insights into your own GHG, water and waste production profile and how to improve it. You can compare your profile on social networks with friends all over the world.
IPhone Apps	   	Further Analysis required Connection to Facebook?	We offer a simple, smart and interactive way to play the IMBY game and get insights in your IMBY profile wherever you are.
Labels	   	so far no established label for personal lifestyle	We will offer a life-style label connected to your GHG, water and waste production. You can become part of the IMBY movement and make a change.

Critical success factors

- ❖ measuring lifestyle profile
- ❖ high number of users is required
- ❖ durability of entertainment: how to keep your users enjoying the service
- ❖ trust in measuring 'personal' parameters (e.g. personal CO2 emission through used transport)
- ❖ willingness of people to be confronted with their lifestyle
- ❖ attractability of the design

Strenghts

- USP – connection between reality and virtual life
- diverse team
- non-profit aim (reliability)
- low investment costs
- making use of the psychology behind the stimulating force of groups or networks
- positive message
- making change fun
- connect international 2050 goals to personal goals (translation of common goal to personal progress)

Opportunities

- growing interest for virtual profiles (?)
- need for guidance towards new lifestyle (people want to take actions)
- no 'real' competitors yet (currently games or footprint websites)
- KIC network of companies who want to 'green' their image
- KIC network of students & universities (already european)
- technological possibilities on the Iphone (with gps + accelerometer), ipod (wifi triangulation + nike plus podometer API) to measure CO2 emission of used transport
- the 2050 goals proposed by governments are too abstract for citizens
- pulling your weight

Weaknesses

- openness of personal info on the web
- realistic representation of lifestyle (measurements)
- a large network is required for making it profitable
- lack of progress in changing lifestyle

Threats

- Willingness of target groups to be confronted with current lifestyle
- willingness of people to change
- suspicion or distrust on the use of personal data
- has to be FUN and provide new services for a long time (innovative)

Costs & Revenues



- ❖ We are non-for profit & virtual, we have low cost :
 - ❖ Server cost = 120 € per year (linux server)
 - ❖ Game design & developpement : outsource to some schools as well as Internal (Richard, Tom & Miguel)
 - ❖ No offices, skype for phone
- ❖ Priority on an Iphone app for generating \$\$\$ (app platform is free for a free app)
 - ❖ Revenues : \$0.01 per IMP, \$1.2 per Click with iAd
 - ❖ Revenues based on 200 000 community with a Clic-rate of 600 per day = \$990,610

Revenues in 5 years

- ❖ 2 million users community
- ❖ iAd revenues : \$9,906,100
- ❖ Green angeling : 1% commission on micro angeling of our community
- ❖ Implementation on Android and RIM platform
- ❖ Services to companies

IMBY



LOGO ?

FUN Life